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AMENDMENTS TO THE CLAIMS

1. (Currently Amended) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extending and display end;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end; and

said support arm extending beyond the vertically extending end cap in a substantially vertically coplanar and parallel fashion relative to the lengthwise extending wall.

2. (Original) The aisle way end extender bracket as disclosed in claim 1, said elongate extending support arm further comprising a substantially planar and elongated shape.

3. (Cancelled)

4. (Currently Amended) The aisle way end extender bracket as disclosed in claim 3 19, said elongate extending support arm having a specified shape and size and being constructed of a durable metal material.

5. (Currently Amended) The aisle way end extender bracket as disclosed in claim 3 19, a product support portion suspending from said "S" hook and holding a plurality of individual merchandising items.

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6. (Original) The aisle way end extender bracket as disclosed in claim 5, an advertisement display placard extending from said support arm.

7. (Cancelled)

8. (Currently Amended) The aisle way end extender bracket as disclosed in claim 7 20, said foot support further comprising a planar support surface, a bracket securing upon said planar support surface and defining an interior channel suitable for receiving said support arm therethrough, a rotatably tightenable screw extending within said bracket and engaging said support arm at a selected axially adjusted location.

Claims 9-10 (Cancelled)

11. (Currently Amended) The aisle way end extender bracket as disclosed in claim 10 22, further comprising a peg extending from a rearward facing surface of said support arm 44, proximate in location to said channel, whereupon said fastener stem inserting within a first selected vertical slot, said peg seating within a succeeding slot to provide stabilizing support to said end extender bracket.

12. (Cancelled)

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13. (Currently Amended) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extended and product display end, the support arm further comprising a substantially planar and elongated shape;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, said support end further comprising a planar support surface capable of affixing, in substantially adhering fashion, against a corresponding planar extending portion of the merchandising display;

said product display end further comprising an "S" hook suspended through an aperture defined within said support arm, a product support portion suspending from said "S" ~~hook~~ hook and holding a plurality of individual merchandising items in substantially vertically coplanar and parallel extended and displayed fashion beyond the vertically extending end cap of the lengthwise extending wall.

14. (Original) The aisle way end extender bracket as described in claim 13, further comprising a foot support at said first support end, said support arm being axially adjustable relative to said foot support.

15. (Original) The aisle way end extender bracket as disclosed in claim 14, further comprising a bracket securing upon said planar support surface and defining an interior channel suitable for receiving said support arm therethrough, a rotatably tightenable

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screw extending within said bracket and engaging said support arm at a selected axially adjusted location.

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Claims 16-18 (Cancelled)

19. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extending and display end, said elongate extending support arm further comprising a substantially planar and elongated shape, said product display end further comprising an "S" hook suspended through an aperture defined within said support arm;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end; and

said support arm extending beyond the vertically extending end cap in a substantially coplanar and parallel fashion relative to the lengthwise extending wall.

20. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extending and display end, said elongate extending support arm further comprising a substantially planar and elongated shape;

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a foot support at said first support end, said support arm being axially adjustable relative to said foot support, said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end; and

said support arm extending beyond the vertically extending end cap in a substantially coplanar and parallel fashion relative to the lengthwise extending wall.

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21. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extending and display end;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, the lengthwise extending display wall further including a pegboard display surface, said first support end further comprising a planar support surface, a first plurality of inwardly and successively upwardly angled tabs extending from an upper edge of said support surface, a second plurality of inwardly extending tabs extending from a corresponding lower edge of said support surface; and

said support arm extending beyond the vertically extending end cap in a substantially coplanar and parallel fashion relative to the lengthwise extending wall.

22. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

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an elongate extending support arm having a first support end and a second extending and display end;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, the vertically extending end cap further

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an elongate extending support arm having a first support end and a second extending and display end;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, the vertically extending end cap further comprising a plurality of spaced apart slots extending in axially downward and parallel fashion relative to the lengthwise extending wall, said first support end further comprising a planar support surface, a channel defined in said planar base surface and through which is inserted a fastener stem terminating in a single slot engagement portion, a wing nut threadably engaging over a second extending end of said fastener stem and which is tightenable to secure said bracket in place within a selected vertically extending single slot; and

said support arm extending beyond the vertically extending end cap in a substantially coplanar and parallel fashion relative to the lengthwise extending wall.

23. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extending and display end;

a pair of threaded bolts extending through associated apertures defined in first support end of said elongate extending arm, a pair of rectangular shaped nuts threadably engaging over extending shaft ends of said bolts and, upon said shafts being inserted within selected vertically extending slots defined in the vertically extending end cap support, being tightened

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to secure said support arm in place, said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end; and

 said support arm extending beyond the vertically extending end cap in a substantially coplanar and parallel fashion relative to the lengthwise extending wall.

24. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

 an elongate extending support arm having a first support end and a second extended and product display end, the support arm further comprising a substantially planar and elongated shape;

 said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, said support end further comprising a planar support surface capable of affixing, in substantially adhering fashion, against a corresponding planar extending portion of the merchandising display, the lengthwise extending display wall further including a pegboard display surface, said first support end further comprising a first plurality of inwardly and successively upwardly angled tabs extending from an upper edge of a base surface, a second plurality of inwardly extending tabs extending from a corresponding lower edge of said base surface;

 said product display end further comprising an "S" hook suspended through an aperture defined within said support arm, a product support portion suspending from said "S" hook and holding a plurality of individual merchandising items in substantially coplanar and parallel extended and displayed fashion beyond the vertically extending end cap of the lengthwise extending wall.

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25. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extended and product display end, the support arm further comprising a substantially planar and elongated shape;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, said support end further comprising a planar support surface capable of affixing, in substantially adhering fashion, against a corresponding planar extending portion of the merchandising display, the vertically extending end cap further comprising a plurality of spaced apart slots extending in axially downward and parallel fashion relative to the lengthwise extending wall, said first support end further comprising a channel defined in said planar base surface and through which is inserted a fastener stem terminating in a single slot engagement portion, a wing nut threadably engaging over a second extending end of said fastener stem and which is tightenable to secure said bracket in place within a selected vertically extending single slot;

said product display end further comprising an "S" hook suspended through an aperture defined within said support arm, a product support portion suspending from said "S" hook and holding a plurality of individual merchandising items in substantially coplanar and parallel extended and displayed fashion beyond the vertically extending end cap of the lengthwise extending wall.

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26. (New) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extended and product display end, the support arm further comprising a substantially planar and elongated shape;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, said support end further comprising a planar support surface capable of affixing, in substantially adhering fashion, against a corresponding planar extending portion of the merchandising display, a pair of threaded bolts extending through associated apertures defined in said first support end of said elongate extending arm, a pair of rectangular shaped nuts threadably engaging over extending shaft ends of said bolts and, upon said shafts being inserted within selected vertically extending slots defined in the vertically extending end cap support, being tightened to secure said support arm in place;

said product display end further comprising an "S" hook suspended through an aperture defined within said support arm, a product support portion suspending from said "S" hook and holding a plurality of individual merchandising items in substantially coplanar and parallel extended and displayed fashion beyond the vertically extending end cap of the lengthwise extending wall.